



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item No. 6

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Memorandum

TO: Operations Committee

DATE: June 4, 2010

FR: Executive Director

W.I. 310-2700, 105-1221

RE: ClipperSM Program Status Report

This memorandum provides more details on the customer education and outreach planned for the ClipperSM program for the next six months.

System Operations Update

For the week ending May 21st, the average weekday ClipperSM transaction volume was 63,850 transactions, which represents a 24% increase over the last three months. Monthly transaction volume surpassed 1.4 million in April, the program's highest monthly total. The system processed \$3.2 million in fare revenue for participating transit operators. For the third consecutive month, the ClipperSM customer service met or exceeded all performance targets.

While the system continues to generally perform well, there was a service interruption in mid-April resulting from an error in the download of system data to the card readers. The problem occurred on April 16th, and it caused widespread card reader failures that weekend for ClipperSM equipment on AC Transit, Golden Gate Transit and SFMTA buses. Since the incident, MTC has worked closely with the Contractor to identify and address the root causes of the error.

ClipperSM Launch, Availability of ClipperSM Cards, and Customer Education

As staff has previously reported, the official renaming of TransLink[®] to ClipperSM occurs on June 16th. Effective from that date forward, ClipperSM cards will be available via the program website (switching to clippercard.com), at transit operator ticket offices, and at participating retailers, which includes most Walgreens stores. As well, starting June 16th and continuing for approximately three months, ClipperSM cards, which normally cost \$5, will be free for customers acquiring new or replacement cards. For customers who already have a TransLink[®] card but want to have a ClipperSM card, they can simply use any remaining balance on their TransLink[®] card, acquire a ClipperSM card at no charge, and then begin using the ClipperSM card; customers with Autoload will need to contact customer service to transfer their Autoload details to the new card.

In late April, the program began notifying current TransLink[®] customers about the name change. Signs announcing that "TransLink[®] becomes ClipperSM on June 16th" are currently displayed on buses, trains and in stations operated by AC Transit, BART, Caltrain, Golden Gate Transit and SFMTA. The customer service center sent notices to current customers to both announce the name change and inform them that their TransLink[®] cards will continue to work after June 16th. The Contractor is in the midst of placing new ClipperSM decals on all system equipment and

removing TransLink[®] decals. As of June 1st, the Contractor had updated about 50% of the card readers with the new decals; all equipment will have the new decals by June 16th.

In July, the program will begin its first broad customer education effort with the objective of introducing the ClipperSM card to all AC Transit, BART, Caltrain, Golden Gate Transit, and SFMTA customers. Though there have been recent increases in system use, fewer than 10% of all AC Transit, BART, Caltrain and SFMTA riders are paying fares with a TransLink[®] card (market penetration on Golden Gate Transit bus and ferry is 29% and 61% respectively). The focus therefore will not be on the name change, but instead on the basics of smart card fare payment.

The outreach program will include about 130 events in July, August, and November. The outreach events will provide an opportunity for transit riders to receive ClipperSM brochures and ask questions of knowledgeable personnel; outreach teams will answer frequently asked questions concerning how ClipperSM works, where to get a card, how to link a ClipperSM card with pre-tax transit benefits, how to qualify for senior, youth and disabled discounts, etc. The events will include tables (and sometimes booths) set up in major transit stations, roving street teams that will visit major bus stops, and ride-alongs, where the outreach employees will communicate with riders on-board buses, trains and ferries. Outreach employees include persons who speak Spanish and Chinese.

To assist non-English-speaking transit riders, ClipperSM signs and information will also be available in Spanish and Chinese. This includes on-board/in-station signs, brochures, the customer service center (both the automated phone system and customer service representatives), and the Add Value Machines. The website is primarily in English, but links at the bottom of every page take customers to Spanish or Chinese-language pages that provide basic program information including the customer service phone number. Transit operators may elect to make information available in additional languages based on the demographics of their service areas.

In-Person ClipperSM Customer Service Center

In April, the Committee approved a change order with Cubic Transportation Systems related to implementation and operation of a new in-person customer service center. An in-person customer service center will enable faster resolution of customer service issues, especially replacement of lost, stolen, damaged or defective cards. The schedule for beginning operation of the in-person customer service center has slipped from June until late summer or fall. The reason for the delay is that MTC and the Contractor are now working with BART to use a larger space in the Embarcadero BART station than previously contemplated. This larger space requires some physical improvements, but will allow for additional customer service functions that will benefit customers. Staff is also negotiating getting a second customer service center site in the East Bay.

Steve Heminger